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## STYLE GUIDE





S.C. Department of Health and  
Environmental Control

Agency name



Healthy People. Healthy Communities.

Agency tagline

## The DHEC Logo

Consisting of a 3-color icon and a geometric san-serif wordmark, the Department of Health and Environmental Control (DHEC) logo should be used to establish the agency's identity in all printed or online materials. Other versions of the logo include the agency name or agency tagline.

# DHEC Logo Usage

The following information details the appropriate colors, minimum size and minimum clearance for the new DHEC logo.

## DHEC Logo Colors

The logo uses 3 spot colors. For 4-color printing and/or web use, refer to the information below:



### DHEC Dark Blue

Spot Color: Pantone 3015  
CMYK Color: 100, 23.5, 0, 18.5  
RGB Color: 0, 98, 155  
Web Color: #006699



### DHEC Light Blue

Spot Color: Pantone 312  
CMYK Color: 100, 0, 15, 0  
RGB Color: 0, 169, 206  
Web Color: #0099CC



### DHEC Green

Spot Color: Pantone 376  
CMYK Color: 56, 0, 100, 0  
RGB Color: 132, 189, 0  
Web Color: #99CC00

## DHEC Secondary Colors

These colors can be used alongside the DHEC Logo Colors. They are not required, nor are they the only colors that can be used.



### Dark Red

CMYK Color: 0, 67, 68, 31  
RGB Color: 175, 57, 56  
Web Color: #AF3938



### Light Red

CMYK Color: 0, 62, 63, 6  
RGB Color: 240, 92, 90  
Web Color: #F05C5A



### Yellow-Brown

CMYK Color: 0, 38, 92, 34  
RGB Color: 168, 104, 13  
Web Color: #A8680D



### Golden Yellow

CMYK Color: 0, 22, 65, 0  
RGB Color: 255, 198, 90  
Web Color: #FFC65A



### Dark Green

CMYK Color: 58, 0, 95, 51  
RGB Color: 52, 125, 6  
Web Color: #347D06

## DHEC Logo Size and Spacing

These are the smallest sizes at which the various DHEC logos can be reproduced. There is no maximum size. As long as the DHEC logo adheres to all other brand standards it may be reproduced as large as the design requires.



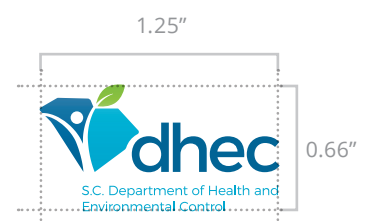
### Minimum Size Logo-Only

Width: 1.25 in.  
Height: 0.46 in.



### Minimum Size Logo with Tagline

Width: 1.5 in.  
Height: 0.675 in.



### Minimum Size Logo with Name

Width: 1.25 in.  
Height: 0.66 in.



### Minimum Clearance

The margins on all sides of the DHEC logo are equal to the height of the lowercase letter "c" within the logo itself.

Since the logo can be scaled to a variety of sizes, always use the size of the "C" as reference instead of using a numerical value. When in doubt, err on the side of more margin.

# DHEC Logo Usage

The following are examples of **acceptable** ways of reproducing the DHEC logo.



## Full Color:

For use on white backgrounds in online and 4-color printed materials

## One Color:

For use on white backgrounds in black & white or grayscale printed materials

## One Color Reverse:

For use on dark or colorful backgrounds online and in 1-color and 4-color printed materials



# What Not to Do

The following are examples of **unacceptable** ways of reproducing the DHEC logo.



**Do not** reproduce in a tint or a screen. Do not reproduce at less than 100% opacity.



**Do not** alter the logo in any way. **Do not** change the logo colors or the typeface. **Do not** change their position relative to each other.



**Do not** truncate (shorten by cutting off a part).



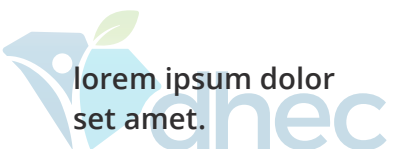
**Do not** use photos or bold patterns as a background, regardless of which acceptable logo is used. **Do not** reproduce in 4-color on a dark or colorful background.



**Do not** add effects, including a drop shadow, bevel or glow.

dhec

**Do not** use the icon or the wordmark as the sole brand identifier. The icon and the wordmark must always be used in conjunction with one another.



lorem ipsum dolor  
set amet.

**Do not** use as a watermark.



**Do not** stretch, skew, or distort the logo in any way. The logo must remain in its original proportions at all times.



# DHEC Typefaces

Help DHEC maintain a consistent brand by adhering to the following approved typefaces. All fonts listed below are either available as open-source downloads or are already available within your operating system.

## Primary Typeface - Montserrat

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
01234567890

Montserrat should be used mainly for headlines and occasionally for special text within agency documents or publications. For headlines, use heavier weights like Montserrat Bold, ExtraBold, or Black. Please note: Montserrat does not have an italics style.

|                        |                              |
|------------------------|------------------------------|
| Montserrat Hairline    | <b>Montserrat Semi Bold</b>  |
| Montserrat Ultra Light | <b>Montserrat Bold</b>       |
| Montserrat Light       | <b>Montserrat Extra Bold</b> |
| Montserrat Regular     | <b>Montserrat Black</b>      |

## Secondary Typeface - Open Sans

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
01234567890

Open Sans should be used primarily for body copy. Use all necessary weights and styles as needed within documents.

|   |  |
|---|--|
| Open Sans Condensed Light               | <b>Open Sans Semibold</b>                |
| <i>Open Sans Condensed Light Italic</i> | <b><i>Open Sans Semibold Italic</i></b>  |
| Open Sans Light                         | <b>Open Sans Bold</b>                    |
| <i>Open Sans Light Italic</i>           | <b><i>Open Sans Bold Italic</i></b>      |
| Open Sans Regular                       | <b>Open Sans Extrabold</b>               |
| <i>Open Sans Italic</i>                 | <b><i>Open Sans Extrabold Italic</i></b> |

## DHEC Typeface Usage

Use the 3 DHEC colors to distinguish headlines set in Montserrat from body copy. DHEC Dark Blue is preferred for top-level headlines, but all three colors are acceptable. The top-level headline should be twice the size of the body copy. For example, if the body copy is 12 pt. the top-level headline should be at least 24 pt.

When using Open Sans for body copy, use 10–12 pt. sizes when possible. 8 pt. is acceptable for use in footnotes and other situations that require small text.

### Headline 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Headline 2

Aenean hendrerit aliquet nisl, in eleifend ipsum porta laoreet. *Duis id tortor a eros maximus convallis.*

### Headline 3

**Sed vulputate eleifend** massa eget tincidunt.

## DHEC Typeface Alternates

When use of Montserrat and Open Sans is not possible, all weights and styles of Times, Times New Roman, Arial, Helvetica, or Helvetica Neue may be used.